1   1.   A method comprising:

2   allowing the use of content on a content

3   receiver;

4   automatically interrupting the use of the

5   content;

6   enabling the receiver to temporarily replace the

7   content with advertising;

8   collecting information about a characteristic of

9   a receiver; and

10   providing that information to a remote processor-

11   based system to select, from an advertising database, an

12   advertising subset for use in connection with the receiver.

1   2.   The method of claim 1 including receiving an

2   advertising database and combining the database with

3   advertising available on the receiver.

1   3.   The method of claim 1 wherein determining

2   information includes monitoring the activities of the user

3   of the receiver.

1   4.   The method of claim 3 wherein determining

2   information includes developing a database of information

3   about activities undertaken by the user of the receiver.

1   5.   The method of claim 4 including selecting
2 advertisements stored on said remote processor-based system
3 based on information about the user of the receiver.

1   6.   The method of claim 5 including compiling a local
2 electronic guide to advertising resources by accessing
3 advertisements available on said remote processor-based
4 system.

1   7.   The method of claim 1 including determining a
2 characteristic of advertising and comparing said
3 characteristic to information about the use of the
4 receiver.

1   8.   The method of claim 1 including enabling a
2 variety of content to be selected for play at any time.

1   9.   The method of claim 1 including automatically
2 replacing the content with advertising after allowing
3 content to be used for a predetermined amount of time.

1   10.   The method of claim 1 including automatically
2 determining at predetermined times whether to replace the
3 content.

1 11. An article comprising a medium for storing
2 instructions that enable a receiver to:
3   allow the use of content on the system;
4   automatically interrupt the use of the content;
5   enable the system to temporarily replace the
6 content with advertising;
7   collect information about characteristics of the
8 receiver; and
9   provide the information to a remote processor-
10 based system to select, from an advertising database, an
11 advertising subset for use in connection with the receiver.

1 12. The article of claim 11 further storing
2 instructions that enable the receiver to enable a variety
3 of content to be selected for play at any time.

1 13. The article of claim 11 further storing
2 instructions that enable the receiver to monitor the
3 activities of the user of the receiver.

1 14. The article of claim 13 further storing
2 instructions that enable the receiver to develop a database
3 of information about activities undertaken by the user of
4 the receiver.

1   15.   The article of claim 14 further storing
2   instructions that enable the receiver to select
3   advertisements stored on the remote processor-based system
4   based on information about the user of the receiver.

1   16.   The article of claim 15 further storing
2   instructions that enable the receiver to compile a local
3   electronic guide to advertising resources by accessing
4   advertising available on the remote processor-based system.

1   17.   The article of claim of 11 further storing
2   instructions that enable the receiver to determine a
3   characteristic of advertising and compare the
4   characteristic to information about the use of the
5   receiver.

1   18.   The article of claim 11 further storing
2   instructions that enable the receiver to automatically
3   replace content with advertising after allowing content to
4   be used for a predetermined amount of time.

1   19.   The article of claim 11 further storing
2   instructions that enable the receiver to automatically
3   determine at predetermined times whether to replace said
4   content.

1   20. The article of claim 11 further storing
2   instructions that enable the receiver to automatically
3   compile a receiver based database of advertising.

1   21. A system comprising:
2   a receiver that receives the transmission of
3   content, said receiver including a shell to enable the use
4   of content to be interrupted and temporarily replaced with
5   advertising; and
6   storage coupled to said receiver storing
7   instructions that enable said receiver to determine
8   information about the use of the receiver and use the
9   information to select the advertising.

1   22. The system of claim 21 wherein said system is a
2   television receiver.

1   23. The storage of claim 21 wherein said receiver
2   automatically replaces the content with advertising after
3   allowing content to be used for a predetermined amount of
4   time.

1   24. The system of claim 21 wherein said receiver
2   automatically determines at predetermined times whether to
3   replace the content with advertising.

1   25. The system of claim 21 wherein the receiver
2   enables a variety of content to be selected for play at any
3   time.

1   26.   The system of claim 21 wherein said storage
2   stores instructions that enable the receiver to monitor the
3   activities of the user of the receiver.

1   27.   The system of claim 26 wherein said storage
2   stores instructions that enable the receiver to develop a
3   database of information about activities undertaken by the
4   user of the receiver.

1   28.   The system of claim 21 wherein said storage
2   stores instructions that enable the receiver to access a
3   database of available advertisements on a remote processor-
4   based system.

1   29.   The system of claim 28 wherein said storage
2   stores instructions that enable the receiver to select
3   advertisements stored on said remote processor-based system
4   based on information about the user of the receiver.

1   30.   The system of claim 29 wherein said storage
2   stores instructions that enable the receiver to compile a
3   local electronic guide to advertising resources by
4   accessing advertisements available on the remote processor-
5   based system.